

REQUEST FOR QUALIFICATIONS

Addendum # 1



Department Of Executive Services
Finance and Business Operations Division
Procurement and Contract Services Section
206-684-1681 TTY RELAY: 711

DATE ISSUED: **July 24, 2006**

RFQ Title: **Martin Luther King, Jr. – New Logo & Logo Style Guide for King County**

Requesting Dept./ Div.: **King County Department of Executive Services and 4Culture**

RFQ Number: **142-06RLD**

Due Date: **August 1, 2006 – no later than 2:00 P.M.**

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This addendum is issued to revise the original Request for Qualifications, dated July 7, 2006 as follows:

1. The submittal opening date remains the same: Tuesday, August 1, 2006 no later than 2:00 p.m. exactly.

The following information is to clarify or otherwise provide emphasis on material in the RFQ

1. The County is **NOT** expecting any proposed logo designs with the submittal. This is a call for qualifications.
2. The County is expecting **ONE** CD-ROM and **ONE** set of samples only with the submittal only (as noted in Section I, Part 10, Items D and E.)
3. The County is expecting **ONE** Original and **SEVEN** Copies of the printed qualification submittals (the items noted in Section I, Part 10, Items A, B and C.) Note: Change "List or summary of submission materials" from Item D to Item F.

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TO BE ELIGIBLE FOR AWARD OF A CONTRACT, THIS ADDEMDUM MUST BE SIGNED AND SUBMITTED TO KING COUNTY

Sealed proposals will only be received by:

King County Procurement Services Section, Exchange Building, 8th floor, 821 Second Avenue, Seattle, WA 98104-1598. Office hours: 8:00 a.m. - 5:00 p.m., Monday - Friday

Company Name

Address

City / State / Postal Code

Signature

Authorized Representative/Title

Email

Phone

Fax

This Request for Proposal – Addendum will be provided in alternative formats such as Braille, large print, audiocassette or computer disk for individuals with disabilities upon request.

The following information is provided in response to questions received:

- Q1: In Task 1, “conduct constituency research to gain information from which to make identity recommendations,” how does the county define “constituents”?
- R1: *In this case, constituents are employees of King County government and identified community members.*
- Q2: Task 1 also directs respondents to “conduct research by actively facilitating three creative work sessions...” Are there mechanisms in place for recruiting participants for these sessions, or an expected format?
- R2: *King County will recruit participants for these sessions. The session will be conducted during business hours. Participants will volunteer their time. These should be relatively informal discussions, intended to help the Consultant understand some of the history of the County, the new law, which mandates the logo change, as well as the current uses of the County logo.*
- Q3: Part 7 details King County’s responsibilities to include coordinating the project team, stakeholder and decision-maker discussions. Who are the county stakeholders and decision-makers? How many people are included in this group?
- R3: *The County’s arts agency, 4Culture will be coordinating this process. County stakeholders, in this context, refer primarily to County employees. There are six members of the logo design team; two from the designer selection committee; two senior Department Directors and two community representatives from the local arts community. Staff of 4Culture will be non-voting participants. The logo selection team will forward its final recommendation or recommendations to the ultimate decision makers: the County Executive and County Council.*
- Q4: Task 3 specifies that the graphics standard needs to include “guidelines and procedures for the use of the logo for all official county uses.” Will the county provide a list of these uses?
- R4: *The County will provide guidance as to logo usage. In addition, the Consultant will learn about how different employees and agencies of King County government currently use the county logo during its constituent research. A current copy of the county style guide will be provided to the selected design firm.*
- Q5: Please define what is intended by “Strategy for implementation” in Task 2. How is this different from, or related to, the “plan for phased implementation” specified in Task 3?
- R5: *“The plan for phased implementation” refers to an estimated timeline to be attached to the “strategy for implementation” as described in Task 2.*
- Q6: What are the pre-existing conversations with the King Center and the estate of Dr. King regarding this project?
- R6: *King County will manage all issues related to the King Estate. The King Estate is aware of this project. Our understanding is that we are the only county in the United States named in honor of Dr. Martin Luther King, Jr.*
- Q7: Is there a legal team or plan in place to facilitate licensing and trademark issues?
- R7: *The County is aware of the intellectual property, licensing and trademark issues regarding the use of a likeness of Dr. Martin Luther King Jr. The County obtains legal advice through the King County Prosecuting Attorney.*
- Q8: What is the timeline and plan for the launch date, public presentation and media strategy?
- R8: *The County’s goal is to select a final logo design by December 1, 2006; to have the County Executive and County Council approve the logo before the end of 2006; and to announce the final logo design as part of the County’s annual Dr. Martin Luther King Jr. celebration and holiday in January 2007. The County will develop the media strategy with some guidance from the selected Consultant.*

Q9: In Task 1, “conduct constituency research to gain information from which to make identity recommendations,” how does the county define “constituents”?

R9: See R1.

Q10: Task 1 also directs respondents to “conduct research by actively facilitating three creative work sessions...” Are there mechanisms in place for recruiting participants for these sessions, or an expected format?

R10: 4Culture, the County’s arts agency will coordinate these creative work sessions. The format will be an informal focus group style.

Q11: Part 7 details King County’s responsibilities to include coordinating the project team, stakeholder and decision-maker discussions. Who are the county stakeholders and decision-makers? How many people are included in this group?

R11: In this case, the County stakeholders and decision-makers are comprised of County employees, design professionals and community representatives. This group of approximately twenty people will serve on several committees during the selection process.

Q12: Task 3 specifies that the graphics standard needs to include “guidelines and procedures for the use of the logo for all official county uses.” Will the county provide a list of these uses?

R12: See R4.

Q13: Please define what is intended by “Strategy for implementation” in Task 2. How is this different from, or related to, the “plan for phased implementation” specified in Task 3?

R13: See R5.

Q14: What are the pre-existing conversations with the King Center and the estate of Dr. King regarding this project?

R14: See R6.

Q15: Is there a legal team or plan in place to facilitate licensing and trademark issues?

R15: See R7.

Q16: What is the timeline and plan for the launch date, public presentation and media strategy?

R16: See R8.

Q17: Can you provide a detailed clarification of your expectations in regards to the Consultant’s responsibilities to conduct constituency research and provide professional meeting facilitation.

R17: The detailed expectations of the Consultant’s responsibilities will be in the issued contract. Constituency research may be comprised of research about King County and three creative work sessions to be organized by the County and conducted by the Consultant in King County.

Q18: Question regarding Task One: Constituency research

Q18a: Who will be responsible for determining the make-up of, and locating the constituents for this research?

R18a: Specific to the “creative work sessions” King County’s Project Team, will identify and recruit participants.

Q18b: Approximately how many individuals will be involved in this research?

R18b: The Request for Qualifications (RFQ) calls for three creative work sessions of 5-25 people, so the range in number will be 15-75 participants total.

Q18c: Will this research need to be done in person?

R18c: Yes, these meetings will have to be conducted by the Consultant, in King County.

Q18d: If the research subjects will be paid, who will be responsible for payment?

R18d: Participants will be volunteers; the sessions conducted during business hours.

Q18e: Are members of the Project Team to be involved in the structure, execution and/or analysis of the research and results?

R18e: In the execution and analysis, no. In the structure, only if the designer would like guidance.

Q18d: Please provide a brief description of the objective of the constituency research.

R18d: To help the designer understand attitudes toward Dr. Martin Luther King Jr. and how departments and employees use the county logo; to involve County employees and community members in the process - and to begin to lay the groundwork for the transition to a new logo identity.

Q19: Questions regarding Task One: Creative Work Sessions

Q19a: Who will the participants of the creative work sessions be and who will be responsible for selecting them?

R19a: See R18a.

Q19b: Will the participants be paid for their time, and if so, by whom?

R19b: See 18d.

Q19c: At what point in the design process will each of these sessions take place?

R19c: The County would like to make a final logo selection by December 1st. Because the creative work sessions are intended to provide the designer with information and insight, these session will be conducted very early in the design process.

Q19d: Please describe the primary objective of each of the three creative work sessions.

R19d: See 18d.

Q20: Questions regarding Task Two: King County Logo Project Team

Q20a: Please describe the structure and make-up of the King County Logo Project Team.

R20a: This is a two-step process. One committee will choose the designer or design firm. A second committee will then select the final logo design. Ultimately, the King County Executive and the King County Council will have to approve the final logo design. Regarding the structure and make-up, the Logo Project Team is comprised of two members of the designer selection committee; two senior King County Department Directors; and two community reps from the local arts community.

Q20b: Will the Team have a single point of contact?

R20b: Yes, the designer will communicate with the Logo Project Team through a designated contact

Q20c: Will the Team have a primary decision maker?

R20c: All recommendations and decisions will be arrived at through consensus. No member of the team has a more important voice than other members. The logo selection process is being managed by King County's arts agency, 4Culture, which understands the creative process. It will help the team reach consensus. At the end of the process, as stated earlier, the King County Executive and County Council will approve the final design.

Q21: Questions regarding Task Three: King Center/ King Estate

Q21a: Will the design firm be involved in communications/negotiations with the King Center and/or King Estate?

R21a: King County, not the Consultant, will manage all issue related to the King Estate.

Q21b: Will the King Center and/or King Estate be involved in any aspect of the project prior to the completion of Task One and Task Two?

R21b: The County will be communicating with the King Center and/or King Estate prior to the completion of Task 1 and Task 2.

Q21c: Who will be responsible for “executional” revisions after the completion of Task Two?

R21c: After the Consultant has completed all tasks identified in detail in the final issued contract, the County will be responsible for any necessary revisions.